The Facebook, Inc. v. Connectu, LLC et al

Doc. 245 Att. 10

EXHIBIT J

Dockets.Justia.com

Conversation with drttol at 2005-01-14 11:06:12 on David Gucwa (aim)
(11:06:12) dr ttol: hi
(11:06:24) David Gucwa: hi
(11:06:53) David Gucwa: I just noticed that the rss feed on stallscribbles wasn't up to date so I think something is wrong with the crontab, I'm looking into that now
(11:07:01) dr ttol: ok
(11:07:08) dr ttol: are you working starting now?
(11:07:26) David Gucwa: yeah
(11:07:36) dr ttol: i moved pi_isp.php to:
(11:07:37) dr ttol: http://www.i2hub.com/dgucwa/pi_isp/pi_isp.php
(11:07:54) dr ttol: i need a delete feature on the left side. just a delete link. it should delete the entire row
(11:08:16) David Gucwa: k
(11:08:30) David Gucwa: which task is higher priority
(11:10:12) dr ttol: delete feature
(11:10:17) David Gucwa: k
(11:13:29) dr ttol: im running out to get some breakfast. fix both, and then start working on the ad software
(11:13:36) dr ttol: just for text ads
(11:14:49) David Gucwa: k
(11:15:28) dr ttol: we want the text ads to run per-day
(11:15:33) dr ttol: so you dont need to count impressions there
(11:15:57) dr ttol: but when advertisers submit their links, we want to be able to count the effectiveness of it
(11:16:17) dr ttol: so we need a redir.php?id=#######
(11:16:33) dr ttol: where redir.php looks up the id # and redirects to url
(11:16:42) dr ttol: and count goes up
(11:16:47) dr ttol: so we know how many people click on them on which day
(11:16:52) dr ttol: and which time etc
(11:16:58) David Gucwa: ok
(11:19:48) dr ttol: how much time do you think it would take to do the ad software
(11:20:19) dr ttol: and you may have to take a few small side stuff through it, like fixing a page or something similar to that for stallscribbles etc
(11:21:59) David Gucwa: creating a table for the ads and looking them up to display shouldn't take me more than an hour and a half
(11:22:18) David Gucwa: setting up a way for people to buy ad space will probably take a while longer
(11:22:22) dr ttol: ok
(12:40:40) David Gucwa: okay, if you go to http://www.stallscribbles.com/?mdu=random2
(12:40:53) David Gucwa: I added an advertisement link at the bottom of the right column
(12:43:04) David Gucwa: it fetches that from a database I created called advertisement, which stores the link text, the link url, the school tag that the ad is directed at, and the site that the advertisement should be shown on (because you mentioned this ad engine might get used by a bunch of web sites), and it tracks number of page loads and number of clicks
(12:54:25) David Gucwa: http://www.stallscribbles.com/ads/view.php
(12:54:49) dr ttol: hi
(12:55:37) David Gucwa: hi
(12:55:46) dr ttol: what does page mean
(12:56:35) David Gucwa: in case you want to only show the ads on one specific site
(12:56:46) dr ttol: right, but is there another table

(12:57:00) dr ttol: like, if i put in "i2hub", how does it know to only show it on i2hub.com sites
(12:57:07) dr ttol: is there an identifier in the code somewhere
(12:57:12) dr ttol: that designates a page as being a "Stallscribbles" site
(12:57:16) dr ttol: or a "i2hub" site
(12:57:22) David Gucwa: it doesn't, yet
(12:57:28) dr ttol: okay
(12:57:31) dr ttol: loads = page loads?
(12:57:34) David Gucwa: yes
(12:57:38) dr ttol: hits = clicks?
(12:57:40) David Gucwa: yes
(12:57:45) dr ttol: schooltag?
(12:57:59) David Gucwa: you mentioned you wanted to be able to gear the ads toward a specific school
(12:58:06) dr ttol: right, why schooltag
(12:58:09) dr ttol: can we put in full name
(12:58:44) David Gucwa: why is that better
(12:58:52) dr ttol: there are many acronyms
(12:58:58) David Gucwa: alright
(12:59:00) dr ttol: UMASS UMASSD NCKU UCF
(12:59:19) dr ttol: students who buy shouldnt have to remember what each acronym means
(12:59:22) dr ttol: and we shouldnt either
(12:59:41) dr ttol: it shouldn't be a hard change, it's just a better way to navigate
(13:00:17) dr ttol: especially if students are buying ad space, they can target Northwestern University rather than NWESTERN or Purdue University rather than PU, which can be confused with Pennstate University or Princeton University
(13:00:54) David Gucwa: fair enough
(13:01:00) David Gucwa: I changed it
(13:01:06) dr ttol: cool
(13:01:27) dr ttol: looks great
(13:02:43) David Gucwa: for tracking clicks, you want to know when it was clicked
(13:02:47) David Gucwa: do you want to know anything else
(13:02:56) David Gucwa: like the IP of the person or whatever
(13:03:05) dr ttol: yes, as much info you can track
(13:03:20) David Gucwa: k
(13:03:31) dr ttol: time, country, page clicked from
(13:04:12) dr ttol: Warning: mysql_fetch_assoc(): supplied argument is not a valid MySQL result resource in /home/www_i2hub_com/web/dgucwa/pi_isp/pi_isp.php on line 52
(13:04:15) dr ttol: pi_isp
(13:04:31) David Gucwa: hm
(13:04:34) David Gucwa: did you try deleting something
(13:04:42) David Gucwa: I didn't actually test that because I didn't want to mess with the table
(13:05:05) dr ttol: yes i tried to delete something
(13:06:23) David Gucwa: ah it was something silly
(13:06:26) David Gucwa: should work now
(13:20:48) David Gucwa: okay it tracks all that stuff now
(13:20:53) David Gucwa: I'll set up a view page for it
(13:21:19) dr ttol: ok
(13:21:46) dr ttol: which sql db is it in
(13:22:23) David Gucwa: I made a new db for it called advertisements
(13:22:25) David Gucwa: http://www.stallscribbles.com/ads/viewClicks.php
(13:23:01) dr ttol: if i bought an ad

(13:23:07) dr ttol: i want to know all the stats for that
(13:23:19) dr ttol: will adClick be able to handle that
(13:24:01) David Gucwa: all the information is there in the tables, I'd just need to set up a page that retrieves the relevant stuff and displays it
(13:24:13) dr ttol: okay, so this one table can handle every ad buyer's information
(13:24:21) dr ttol: and have different identifying marks
(13:24:27) dr ttol: i assume the id = identifier
(13:24:52) David Gucwa: yeah adClick's id matches up with the id of the ad
(13:24:55) dr ttol: ok
(13:25:02) dr ttol: can we make the id's longer
(13:25:06) David Gucwa: there's no information in there yet about the ad buyer
(13:25:08) dr ttol: non-sequential
(13:25:08) David Gucwa: sure
(13:25:12) dr ttol: similar to stallscribbles
(13:25:17) dr ttol: we dont want to give any information out to competitors
(13:25:22) dr ttol: about how many ads we've sold
(13:25:46) David Gucwa: makes sense
(13:25:55) David Gucwa: I just inserted the 1 in there manually actually
(13:26:28) dr ttol: ah ok
(13:26:52) dr ttol: a lot of changes im having you do will be for business reasons
(13:27:02) dr ttol: such as id #, schooltag to school name
(13:27:12) dr ttol: it makes the product marketable
(13:27:14) dr ttol: and sellable
(13:28:06) David Gucwa: It's fine. I tend to think of technical things before I think of business things.
(13:29:18) David Gucwa: so, now we need to set up a way for people to buy ads
(13:29:41) David Gucwa: I assume you'll want to keep track of the buyer's info as well
(13:29:48) David Gucwa: Do you want them to have a login/password or anything
(13:30:14) dr ttol: yes
(13:30:33) David Gucwa: what's the pay service you use
(13:30:38) dr ttol: we will actually tie them in to connectu's login service
(13:30:54) dr ttol: im not sure whats the best way to have you do that. the code is rather complex
(13:31:31) dr ttol: can you build the other functionality
(13:31:42) dr ttol: and assume the account and password part
(13:31:49) dr ttol: like set it as a static login+password for now
(13:32:06) David Gucwa: yeah
(13:32:07) dr ttol: and when i figure out how to tie in the ad software
(13:32:09) dr ttol: with connectu
(13:32:11) dr ttol: we'll plug that in
(13:32:49) David Gucwa: does connectu handle the payment stuff
(13:33:25) dr ttol: yes, we have that code as well
(13:33:28) dr ttol: via jungalu.com
(13:33:30) dr ttol: another site we own
(13:33:41) dr ttol: jungalu.com is already integrated with connectu.com
(13:35:05) dr ttol: okay, can you code around those features
(13:35:16) David Gucwa: I'm still not clear on how I'm going to check for payments
(13:35:26) David Gucwa: or do I not even have to worry about that at all?
(13:35:34) dr ttol: i dont think you need to worry about all that
(13:35:42) dr ttol: we have that part already part of the login system
(13:35:56) dr ttol: lets assume payment went through
(13:36:20) David Gucwa: okay, so then I need some way of validating that they're logged in

(13:36:58) dr ttol: right, so assume they're dgucwa@gmail.com and logged in
(13:37:04) David Gucwa: alright
(13:37:12) dr ttol: now they want to buy some space, and assume they just bought it for x amount of days
(13:37:26) dr ttol: etc, put static information with markers so you know to change it to dynamic
(13:38:29) David Gucwa: ok
(13:38:55) dr ttol: one part that you could work on is the page that will show the buyer statistics on their advertisement
(13:39:23) David Gucwa: so it doesn't seem like I'm really handling any forms or anything, I'm just getting a bunch of info from connectu on what kind of ad they want and I'm putting it into the database?
(13:39:34) David Gucwa: then also providing a way for them to check stats on their ads
(13:39:56) dr ttol: you will be handling forms, but you need information on how to handle the connectu logins
(13:40:06) dr ttol: and how to handle the payments etc
(13:40:31) dr ttol: and the team right now is in the middle of major situation with the code, so we have to wait on that
(13:40:41) dr ttol: so in the mean time, one part of the code that doesnt require all that
(13:40:46) David Gucwa: ok
(13:40:49) dr ttol: is the ad stats viewer
(13:56:04) dr ttol: the computers should be here in about 10 days
(13:56:07) dr ttol: to 13
(13:56:10) dr ttol: i bought 3 of them
(13:56:19) dr ttol: all identical, except mine, i have extra ram
(13:57:01) David Gucwa: heh, alright cool
(13:57:17) dr ttol: contact JTPickatime
(13:57:25) dr ttol: he is the head of one of our development houses
(13:57:38) dr ttol: tell him you need the API to CU's login system
(13:57:49) David Gucwa: sure
(13:58:16) David Gucwa: I'm not sure how to handle the formatting for this stats page. It seems like if I print out the time/IP/country for every click, it's going to be way too much information
(13:58:42) dr ttol: from now on, if you have any issues regarding CU's login and also payment stuff, talk to jtpickatime. if there are any logic disputes, contact me ASAP. i dont like surprises, i like to know asap
(13:58:59) dr ttol: well, give a top to bottom overview
(13:59:03) dr ttol: meaning give the broadest information first
(13:59:15) dr ttol: such as Total Hits
(13:59:20) dr ttol: Total Views
(14:00:01) dr ttol: how many days they have left in their ad campaign
(14:01:14) dr ttol: when is the most popular time for their ad by clicks (meaning do most of their clicks occur night, day, afternoon, etc)
(14:01:26) dr ttol: the IPs dont need to be shown
(14:01:28) dr ttol: country either
(14:02:11) David Gucwa: k
(14:41:28) David Gucwa: http://www.stallscribbles.com/ads/adStats.php
(15:00:00) dr ttol: you there
(15:00:13) David Gucwa: yes
(15:00:35) dr ttol: are you talking to jtpickatime
(15:00:37) dr ttol: on how to implement buy side
(15:00:52) David Gucwa: I IMed him earlier and he said he had to leave for a couple of hours
(15:01:06) David Gucwa: that was an hour agoo
(15:01:14) dr ttol: he's there now

(15:01:17) dr ttol: IM him
(15:01:30) David Gucwa: well, his exact message was "Sorry, I hope to have answers for you in a few hours."
(15:01:43) dr ttol: ok
(15:01:46) dr ttol: one sec
(15:03:25) dr ttol: do you have a thefacebook account
(15:03:41) David Gucwa: no
(15:03:54) dr ttol: can you set one up quickly
(15:04:09) dr ttol: or actually
(15:04:10) dr ttol: wait
(15:04:20) dr ttol: we have logins and passwords for you to use
(15:04:44) David Gucwa: alright what's the login
(15:10:51) dr ttol: zuzana@bu.edu
(15:10:56) dr ttol: 123
(15:11:06) dr ttol: are you in
(15:11:21) David Gucwa: no
(15:11:28) dr ttol: doesnt work?
(15:11:33) David Gucwa: this is at thefacebook.com ?
(15:11:37) dr ttol: sj391@columbia.edu
(15:11:39) dr ttol: east
(15:11:41) dr ttol: yes
(15:11:53) David Gucwa: ok that one worked
(15:12:07) dr ttol: dont change anything
(15:12:11) dr ttol: just click view profile
(15:12:32) David Gucwa: k i'm there
(15:12:58) dr ttol: notice the top
(15:12:59) dr ttol: it says
(15:13:01) dr ttol: http://columbia.thefacebook.com/profile.php?id=103753
(15:13:43) David Gucwa: yeah
(15:14:36) dr ttol: this one is better
(15:14:37) dr ttol: log out
(15:14:42) dr ttol: lbowman@wellesley.edu
(15:14:52) dr ttol: divya
(15:15:07) dr ttol: click on view profile
(15:15:19) David Gucwa: k
(15:15:26) dr ttol: look under information
(15:16:07) David Gucwa: heh, there's a connectu plug in there
(15:16:20) dr ttol: right
(15:16:24) dr ttol: anyways
(15:16:29) dr ttol: what we're looking for
(15:16:36) dr ttol: is an importer
(15:16:46) dr ttol: we want thefacebook parsed
(15:16:55) dr ttol: so we can put it in connectu
(15:16:59) David Gucwa: okay, so you can put in your id and it'll grab all the info from your facebook account
(15:17:16) dr ttol: yes
(15:17:26) dr ttol: well not id
(15:17:31) dr ttol: your facebook login and password
(15:17:35) dr ttol: and it will grab the info
(15:17:39) dr ttol: and put it in connectu
(15:18:06) dr ttol: the thing is
(15:18:10) David Gucwa: does thefacebook need the login/password to access this info?
(15:18:15) dr ttol: each account will have different fields parsed out
(15:18:19) dr ttol: yes
(15:18:24) dr ttol: you need to log into thefacebook
(15:18:58) David Gucwa: I don't think you do

(15:19:07) dr ttol: so what you need to do
(15:19:08) David Gucwa: http://wellesley.thefacebook.com/profile.php?id=2100327
(15:19:14) dr ttol: is to play around
(15:19:21) David Gucwa: like I can view that info but I didn't log in under that name
(15:19:21) dr ttol: with the different fields
(15:19:26) dr ttol: so you have a list of all the fields you can parse
(15:19:35) David Gucwa: or do you just need to be logged in at all to view any of them?
(15:19:37) dr ttol: it's prompting me to log in again
(15:19:42) dr ttol: yes
(15:19:44) David Gucwa: hm, okay
(15:19:45) dr ttol: i think you need to do that
(15:23:52) David Gucwa: I'm not sure how to get my script to log in at thefacebook
(15:24:10) dr ttol: java?
(15:25:50) David Gucwa: how would that work
(15:26:34) David Gucwa: I'm thinking it might be possible in php but I'm trying to figure out how it would work
(15:26:36) dr ttol: ok
(15:49:46) dr ttol: any luck
(15:51:12) David Gucwa: I can get a script to log in and get to the Home page but then if I try to go to the profile URL it asks me to log in again
(15:52:23) dr ttol: ok
(16:05:09) David Gucwa: got it
(16:05:20) dr ttol: got what?
(16:05:40) David Gucwa: I am able to retrieve the profile page
(16:05:52) David Gucwa: I might add that their site is not very secure.
(16:06:00) dr ttol: what do you mean
(16:06:26) David Gucwa: they have a POST form for logging in, but they don't use $_POST[] to get those variables like login and password
(16:06:54) David Gucwa: so you can send the login and password directly on the URL like login.php?email=lbowman@wellesley.edu&pass=divya
(16:07:06) dr ttol: ah
(16:07:16) dr ttol: but can we do that server side
(16:07:22) David Gucwa: definitely
(16:07:23) dr ttol: so the user doesnt see that
(16:07:23) dr ttol: ok
(16:07:41) David Gucwa: Alright I'm all set on concept, it's just a matter of doing it
(16:07:43) dr ttol: now the next thing is for you to store all the possible fields in their profile
(16:07:48) dr ttol: so we can keep it as variables
(16:07:54) dr ttol: and then later inject it into connectu
(16:08:02) dr ttol: the thing is, you need to plan ahead
(16:08:06) dr ttol: once thefacebook finds out
(16:08:12) dr ttol: they will try to mangle things
(16:08:17) dr ttol: to shut out your script
(16:08:25) dr ttol: so you will have to play cut and mouse
(16:08:32) dr ttol: modularize the login sequence
(16:08:37) dr ttol: and the retrieval of fields
(16:08:37) dr ttol: etc
(16:08:49) David Gucwa: yeah, I'll make it easy to modify
(16:09:10) dr ttol: *cat and mouse
(16:09:20) David Gucwa: It doesn't seem like they really know what they're doing though.
(16:09:28) dr ttol: what do you mean

(16:09:51) David Gucwa: just that one lack of security I mentioned before
(16:10:01) David Gucwa: They don't seem to have security in mind
(16:10:23) dr ttol: ok
(16:10:36) David Gucwa: anyway I'll write the info grabbre
(16:10:39) David Gucwa: *grabber
(16:11:01) dr ttol: ok, but you understand that some students will fill out more, some will fill out less, etc
(16:11:16) dr ttol: so you need to use that login i gave you, and add some fields (delete it before you log out)
(16:11:22) dr ttol: so you have all the key fields to look for
(16:11:48) David Gucwa: okay
(16:14:17) David Gucwa: Do you want every field that they have? They are a lot of them.
(16:14:46) dr ttol: well
(16:14:48) dr ttol: take a look at connectu
(16:14:51) dr ttol: www.connectu.com
(16:14:53) dr ttol: sign up for an account
(16:14:59) dr ttol: we want the relevant ones that we can use
(16:15:21) David Gucwa: I don't have a university email address to sign up
(16:16:24) David Gucwa: nevermind I don't need one
(16:17:23) David Gucwa: The email verification doesn't seem to do anything
(16:18:12) dr ttol: try regstering with dgucwa@gmail.com
(16:18:30) dr ttol: we just made it so you can register under umass
(16:19:46) David Gucwa: well, I can't register with that email now because I used it up 5 minutes ago
(16:19:56) David Gucwa: and I can't seem to log in with it either
(16:21:45) dr ttol: one sec
(16:22:58) dr ttol: try now
(16:24:47) David Gucwa: this doesn't want to work
(16:25:28) dr ttol: wchang@student.umass.edu
(16:25:30) dr ttol: connectu
(16:26:05) David Gucwa: okay
(17:07:06) dr ttol: you there
(17:07:30) David Gucwa: yeah
(17:07:33) dr ttol: take a look at this
(17:07:35) dr ttol: www.i2hub.com/4.jpg
(17:07:50) dr ttol: and then:
(17:07:50) dr ttol: http://www.imarc.net/connecthi/comps/1.php
(17:07:52) dr ttol: which one is better
(17:08:11) David Gucwa: the 2nd one looks nicer
(17:08:30) David Gucwa: more colorful
(17:20:19) dr ttol: what are you working on?
(17:23:10) David Gucwa: grabbing info from thefacebook still
(17:23:16) David Gucwa: parsing it out
(17:33:01) dr ttol: dave
(17:33:17) dr ttol: in your gmail account you should have received a zip file called jungalu.zip
(17:33:23) dr ttol: this is the source code for jungalu.com
(17:33:35) dr ttol: it includes code on how to interact with connectu's login
(17:33:41) dr ttol: and payment mechanisms
(17:33:50) David Gucwa: alright
(17:33:51) dr ttol: take what you need to do what you need to do to make the ad software viable
(17:34:04) dr ttol: keep the code secret obviously
(17:40:46) David Gucwa: right
(17:41:11) dr ttol: hows the code coming

(17:50:44) David Gucwa: decently. I've got a lot of stuff being parsed out correctly at the moment but it's trickier to parse out lists of things, like in Favorite Books and such
(17:51:17) dr ttol: okay
(18:28:31) David Gucwa: alright I've got a preliminary version of the parser
(18:28:34) David Gucwa: http://24.34.190.94/work/face/grab.php?login=lbowman@wellesley.edu&password=divya
(18:29:19) dr ttol: if i put any login and password there
(18:29:21) dr ttol: it'll work?
(18:32:14) dr ttol: still there?
(18:32:57) David Gucwa: right now it only works for wellesley accounts, I'm fixing that at the moment
(18:33:02) dr ttol: okay
(18:34:24) David Gucwa: now it should work for any
(18:35:29) dr ttol: nope
(18:35:31) dr ttol: doesnt work
(18:37:36) dr ttol: http://24.34.190.94/work/face/grab.php?login=rdegutis@student.umass.edu&password=ruth1783
(18:40:44) David Gucwa: ah, I see
(18:42:20) dr ttol: rl6@duke.edu
(18:42:23) dr ttol: nacho
(18:42:26) dr ttol: mjhall@fas.harvard.edu
(18:42:28) dr ttol: hallmark
(18:42:31) dr ttol: bolger@umich.edu
(18:42:35) dr ttol: bolger
(18:42:51) dr ttol: maria.rocha_oliveira@tufts.edu
(18:42:51) dr ttol: maria
(18:43:02) dr ttol: Christopher.librandi@yale.edu
(18:43:05) dr ttol: christoph
(18:43:08) dr ttol: jm245@cornell.edu
(18:43:10) dr ttol: fishapple
(18:43:21) dr ttol: you can use it
(18:43:25) dr ttol: use those to test
(18:43:30) dr ttol: to make sure it works on those schools
(18:44:27) David Gucwa: k
(18:45:00) dr ttol: now that you have remote access, can you do development work on the machine (create a test dir or whatever)
(18:46:37) David Gucwa: Things go quicker if I do it locally
(18:47:07) dr ttol: okay
(18:47:13) dr ttol: then we can do that
(18:47:14) David Gucwa: I had some problems yesterday with the i2hub server going down a couple times
(18:47:18) dr ttol: ok
(18:48:44) dr ttol: have you eaten yet?
(18:49:58) David Gucwa: no
(18:50:07) David Gucwa: I was going to make some food in a few minutes
(18:50:20) David Gucwa: as soon as I fix this
(18:51:09) dr ttol: ok
(18:51:14) dr ttol: are you going to be working tonight?
(18:51:42) dr ttol: my partners are wondering if you're able to do some work over the weekend to look at the main code for CU (which will be the center piece of everything we do)
(18:51:51) dr ttol: and do some light edits etc
(18:51:54) dr ttol: if you're not able to, that's fine too

(18:52:28) David Gucwa: I'm going back home tomorrow morning, and I'll be back Sunday afternoon, sorry
(18:52:34) David Gucwa: I can do some work sunday evening
(18:53:02) dr ttol: okay, no worries
(18:53:06) dr ttol: what about later tonight?
(18:53:39) David Gucwa: I don't know, I'm kind of exhausted.
(18:53:44) dr ttol: okay
(18:53:49) dr ttol: then we can call it a day
(18:53:57) David Gucwa: alright
(18:54:02) dr ttol: when you're done with the fixes
(18:54:08) dr ttol: send off the daily report
(18:54:11) dr ttol: and that'll be that :)
(18:54:15) dr ttol: my cell phone is 978 869 3446 btw
(18:54:16) David Gucwa: alright, it should be done in 10 minutes or so
(18:54:21) David Gucwa: yeah I have that programmed into my cell
(18:54:40) David Gucwa: That's the number you emailed me last week right?
(18:54:43) dr ttol: yes
(18:54:44) David Gucwa: okay
(18:54:47) dr ttol: if theres any worries about anything
(18:54:54) dr ttol: like if you need feedback
(18:54:57) dr ttol: or need approval
(18:54:59) dr ttol: or stuck on something
(18:55:02) dr ttol: and im not responding on IM
(18:55:03) dr ttol: call me
(18:55:06) David Gucwa: will do
(18:55:14) dr ttol: ok, im running out to get something to eat
(18:57:48) David Gucwa: k, later